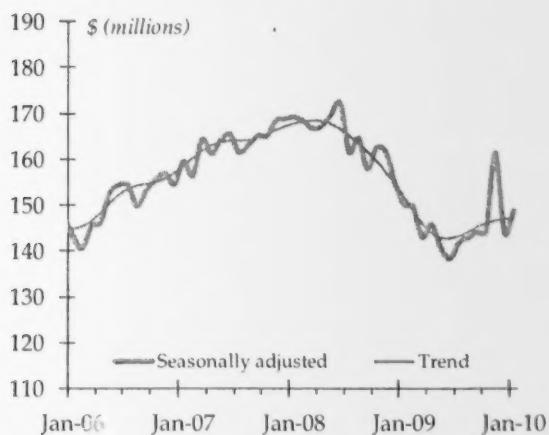


## Tourism Sector Monitor ◆ April 2010

### Room revenue

BC's accommodation industry saw room revenues rise (+3.3%, *seasonally adjusted*) in January. This came as a result of gains in Mainland/Southwest (+5.5%), Thompson/Okanagan (+6.5%), Cariboo (+4.0%), North Coast (+4.1%) and Nechako (+0.2%), that were partially offset by a drop in room receipts in Vancouver Island/Coast (-1.9%), Kootenay (-2.2%) and Northeast (-6.7%).

#### Room revenues rebounded in January



Data Source: BC Stats

Almost all accommodation categories experienced growth in January. Very large (251+ rooms; +4.3%), large (151-250 rooms; 4.9%), mid-sized (76-150 rooms; 3.6%) and small (1-75 rooms; +4.1%) hotels all garnered higher room receipts, and as a result hotel revenues rebounded (+4.2%). Motels (+2.6%) and vacation rental (+5.0%) revenues also improved, while other lodgings' room revenues slipped (-5.0%).

**Table 1: Room revenue**  
(*seasonally adjusted*)

Accommodation Type	Jan-10 (\$000)	Dec-09 (\$000)	change %
Total	148,848	144,102	+ 3.3
Hotels	111,673	107,223	+ 4.2
Motels	17,191	16,755	+ 2.6
All other accommodations	20,021	20,114	- 0.5
<b>Regions (Top 3 performers)</b>			
Thompson/Okanagan	22,984	21,579	+ 6.5
Mainland/Southwest	79,834	75,695	+ 5.5
North Coast	2,013	1,933	+ 4.1

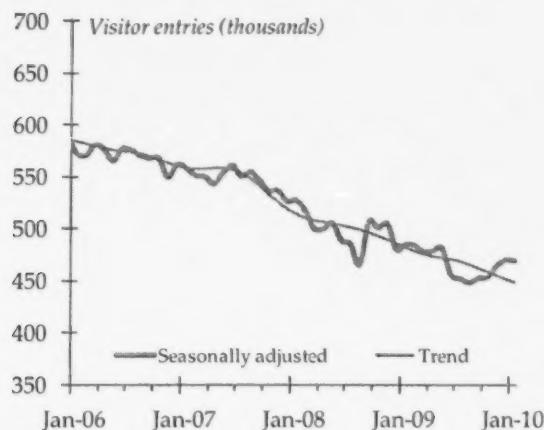
Data Source: BC Stats

### Visitor entries

The number of visitors entering Canada via BC slowed marginally (-0.2%, *seasonally adjusted*) in January as fewer (-1.5%) Americans crossed the border. While same-day visits from south of the border rose (+5.8%) for the third consecutive month, this was outweighed by a drop (-4.9%) in US travellers staying overnight.

Visits from overseas increased (+4.2%), as more travellers visited from Asia (+5.9%), Europe (+0.8%) and other international destinations (+7.1%).

**Visitor entries slowed in January –  
the first decline in five straight months**



Data Source: BC Stats & Statistics Canada

**Table 2: Visitor entries  
(seasonally adjusted)**

	Jan-10 (000s)	Dec-09 (000s)	change %
<b>American visitors</b>			
Total	360	366	- 1.5
Same-day	126	119	+ 5.8
Overnight	234	246	- 4.9
<b>Overseas visitors</b>			
Total	109	105	+ 4.2
Europe	39	39	+ 0.8
Germany	7	7	- 3.1
UK	17	17	+ 0.4
Asia	50	47	+ 5.9
Hong Kong	6	7	-15.3
Japan	10	10	+ 1.4
Taiwan	3	4	- 9.7
Mexico	4	3	+19.0
Other	21	19	+ 7.1

Data Source: BC Stats & Statistics Canada

### Other indicators

BC's hotel occupancy rate increased (+1.8 percentage points) in January, reaching 59.9%. The provincial average room rate also rose (+2.5%) to \$132.80.

Fewer passengers (-3.3%) travelled through Vancouver International Airport as the number of domestic (-1.0%) and trans-border (-0.7%)

travellers contracted. Victoria International Airport also saw a drop (-3.5%) in passenger volume.

Rough weather in the Strait of Georgia, together with power outages caused BC Ferries to cancel some sailings. This may have contributed to lower vehicle (-1.1%) and passenger (-1.8%) counts.

January saw an increase (+1.5%) in revenues at BC's food services and drinking places.

**Table 3: Other tourism indicators  
(seasonally adjusted)**

	Jan-10	change from Dec-09
<b>Hotel Industry</b>		
Occupancy Rate (%)	59.9	+1.8 pp
Average Room Charge (\$)	132.80	+ 2.5
Data Source: Pannell Kerr Forster & BC Stats		
<b>Airport Passengers</b>		
	(000s)	(%)
<b>Vancouver International Airport</b>		
Total Traffic	1,375	- 0.7
US (trans-border)	330	- 0.7
Other International	309	0.0
Canada (domestic)	736	- 1.0
Data Source: YVR & BC Stats		
<b>Victoria International Airport</b>		
Total Traffic	127	- 3.5
Data Source: Victoria Airport Authority & BC Stats		
<b>Food Services Receipts</b>		
	(\$ millions)	(%)
All Establishments	664	+ 1.5
Food Service	x	x
Drinking Places	x	x
Data Source: Statistics Canada & BC Stats		
<b>Transportation</b>		
	(000s)	(%)
<b>BC Ferries</b>		
Vehicle Volume	687	- 1.1
Passenger Volume	1,764	- 1.8
Data Source: BC Ferries & BC Stats		
<b>Exchange Rates</b>		
	Cdn \$1.00	
US Dollar (\$)	0.959	+0.01
UK Pound (£)	0.593	+0.01
Japanese Yen (¥)	87.306	+2.09
Australian Dollar (\$)	1.050	0.00

Data Source: Statistics Canada (pp = percentage points)

## A look ahead—February 2010<sup>†</sup>

Preliminary estimates suggest that Olympic activity boosted room revenue in BC by an unprecedented 75.6% (*seasonally adjusted*) in February. In Mainland/Southwest, room receipts grew by 140.9%, while the surrounding development regions—Vancouver Island/Coast (0.0%) and Thompson/Okanagan (0.0%)—remained flat. Room revenues in Kootenay (+1.4%), Cariboo (+0.3%), North Coast (+1.8%) and Nechako (+4.9%) rose in contrast to a contraction (-1.8%) in Northeast.

All types of accommodation establishments across the province enjoyed the boon of the 2010 Vancouver Winter Olympic Games, experiencing double-digit growth across the board. Hotel revenues grew (+89.3%) as room revenues at very large (251+ rooms; +119.2%), large (151-250 rooms; +98.9%), mid-sized (76-150 rooms; +70.6%) and small (1-75 rooms;

+50.0%) hotels shot up. Room receipts at motels (+20.1%) and other accommodations (+31.8%) saw the largest jump since the turn of the century, while vacation rentals (+63.5%) bounced back from the pre-Olympic see-saw in sales.

With travellers coming to BC to attend or participate in the Olympics, Vancouver International Airport serviced more passengers (+3.3%) as volume increased from domestic (+0.8%), trans-border (+7.5%) and other international (+4.5%) destinations. Victoria International Airport took a hit, losing out on passenger counts (-7.9%). BC Ferries saw a drop in vehicle traffic (-7.9%) as many people anticipated delays from congestion at Olympic venues, opting to walk-on instead of driving. Foot passenger volume expanded (+2.0%) in February.

### Related news/events for February 2010

- The long-anticipated 2010 Vancouver Winter Olympic Games started with a spectacular opening ceremony at the BC Place Stadium in downtown Vancouver. At the end of the longest Olympic torch relay in history, BC welcomed over 2,600 athletes from 82 countries, ready to compete in 86 events in 15 different sports.
- Canada breaks a home-soil medal drought, winning fourteen gold medals.
- Metro Vancouver's public transit system is pushed to the limit, transporting more than 1.6 million people a day during the Olympics using buses, SkyTrain, and SeaBus.

<sup>†</sup> Companies file their hotel room taxes with varying delays. The initial data received by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data in January are not reported until April. However, we also report "preliminary data" with a two-month lag.

Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating increases or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

## Special Focus: An overview of ski areas in BC

### Introduction

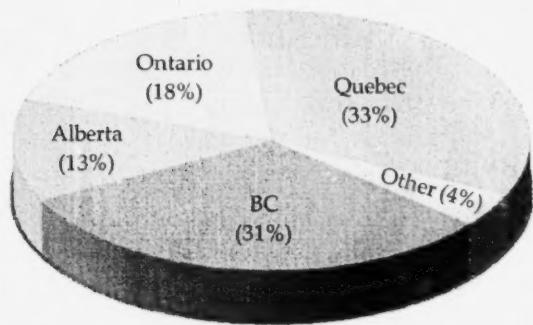
Within BC's borders lie diverse landscapes that allow for a variety of recreational activities. The July 2009 issue of the TSM<sup>1</sup> highlighted what summer brings to BC. This article will focus on some of the experiences associated with colder climates.

### A Big Contender in skiing

The Canadian Ski Council (CSC) estimates that roughly 5.8 million skiers and snowboarders<sup>2</sup> visited 46 active ski resorts in BC during the 2008/09 season—almost one-third of skier visits nationwide.

*Almost one-third of skiers in Canada visited BC ski resorts during the 2008/09 season*

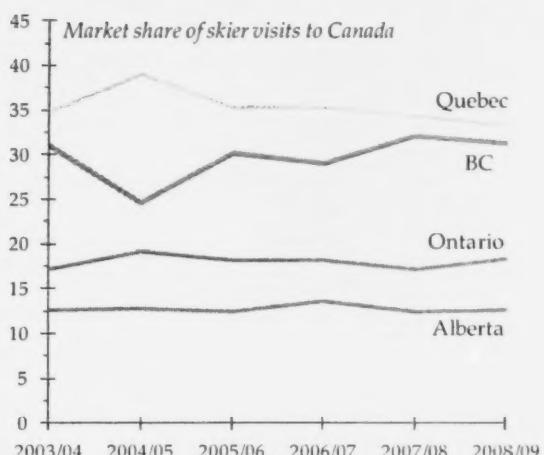
*Skier visits within Canada during 2008/09 season*



*Data Source: Canadian Ski Council*

Quebec still holds the number one position, receiving the largest share (33% or 6.2 million) of the 18.7 million national skier visits estimate.

*BC and Quebec have the lion's share of skier visits to Canada*



*Data Source: Canadian Ski Council*

To put these figures in perspective, it is necessary to consider the number of active resorts in other provinces as well. While Quebec boasts the most ski areas (79 in 2008/09), BC is ranked highest in the number of skier visits per resort. In fact, during a typical five-month ski season (from November to mid April), resorts in BC receive an average of more than 127,000 skier visits.

Ski resorts vary in size and may span anywhere from hundreds to thousands of skiable acres. At the two extremes, Grouse Mountain in Vancouver has 212 skiable acres, compared to 8,172 at Whistler-Blackcomb. Additionally, resorts are typically equipped with a vast array of lifts, capable of carrying thousands of people per hour—even the single chairlift at Crystal Mountain Resort has a potential capacity of 3,000 snow-enthusiasts per hour<sup>3</sup>. Moreover, the scenery and world-class ski resorts in close proximity to large cities may be a big draw to

<sup>1</sup> Tourism Sector Monitor, July 2009, "What does summer bring to BC", <http://www.bcestats.gov.bc.ca/pubs/tour/tsm0907.pdf>

<sup>2</sup> According to the Canadian Ski Council, a skier visit represents "one skier or boarder participating at a resort for one day and is the accepted measurement of activity in the industry."

<sup>3</sup> Crystal Mountain Resort, <http://www.crystalresort.com/>

this part of the country. This wide range of skiing opportunities perhaps explains the more than two-to-one ratio of skiers or snowboarders on BC slopes compared to other provinces.

Quebec and Ontario follow BC's rank with roughly 79,000 skier visits per resort.

Skier visits (2008/09)			
	Total	Resorts	Per resort
BC	5,845,000	46	127,065
Quebec	6,233,000	79	78,899
Alberta	2,368,000	30	78,933
Ontario	3,423,000	66	51,864
Other	817,000	67	12,194
Canada	18,686,000	288	64,882

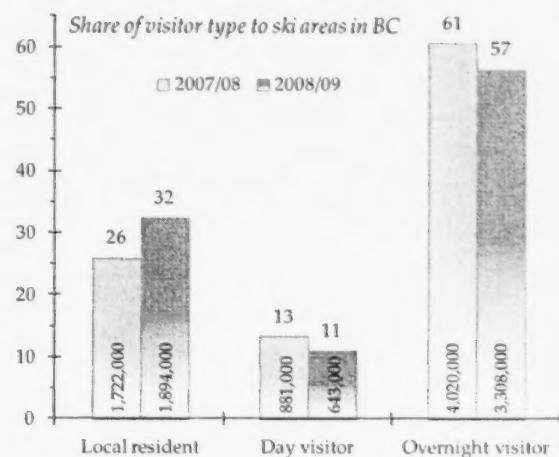
Data Source: Canadian Ski Council

### More local residents going skiing...

The market of skiers visiting resort areas is made up of a wide range of travellers. There are those that visit from the surrounding community (or local residents), while others are non-locals visiting for the day or perhaps even staying overnight.

In the last two seasons, there has been a shift in these skier visit markets. Local residents increased their share of skier visits compared to non-locals in 2008/09 in all of the regions surveyed. The most noticeable jump occurred in BC. While the total number of skier visits in BC dropped almost 12%, the number of local resident visitors climbed 10%, growing their share to almost one-third (32%) of all provincial skier visits.

### 1% more local residents visited ski areas in BC last season



Data Source: Canadian Ski Council

### ...may contribute to lower industry revenues

This 5% increase in local visitor share may have quite a substantial implication to the industry, since local residents typically have different interests in mind when going skiing. For example, local residents are more likely to use annual passes—a form of discounted lift-ticket—which implies a lower yield per skier. Additionally, local residents (such as day visitors) do not typically require overnight accommodation. They are also more likely to bring their own food and refreshments, and may even be less inclined to visit ski resorts during inclement weather conditions. Finally, the rental of equipment may also be less likely for locals, since those who ski frequently may purchase their own equipment.

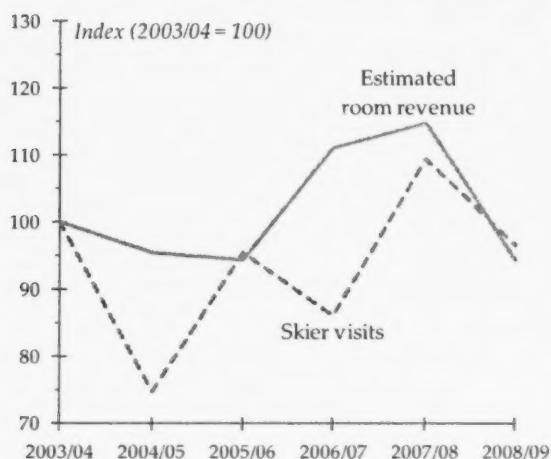
These factors all contribute to the financial success of ski resorts, making the difference between local *vs.* non-local visitors quite important... at least from a business point of view.

### Accommodation room revenues

Room revenues at some of BC's major ski resorts and surroundings took a substantial dip in

the 2008/09 season. This is more than likely due to the global recession that gripped the economy during the last season. Since skiing is considered a flexible recreation for many individuals, tighter spending conditions may lead to fewer trips to ski resorts. In fact, 2008/09 winter room revenues (November through April) at a selection of almost 500 properties<sup>4</sup> located in or around BC ski resorts fell roughly 18% compared to the previous season, implying a drop of almost \$8 in daily RevPAR<sup>5</sup> to just above \$37 for the season.

**Both skier visits and room revenues fell during the 2008/09 season**



Data Source: Canadian Ski Council & BC Stats

Estimates of room revenue are based on the Nov-Apr season of almost 500 accommodation properties at some of the well-known ski resort and surrounding areas within BC, including Big White, Fernie, Panorama, Silver Star and Whistler, amongst others.

**Ski resorts also attract summer visitors**

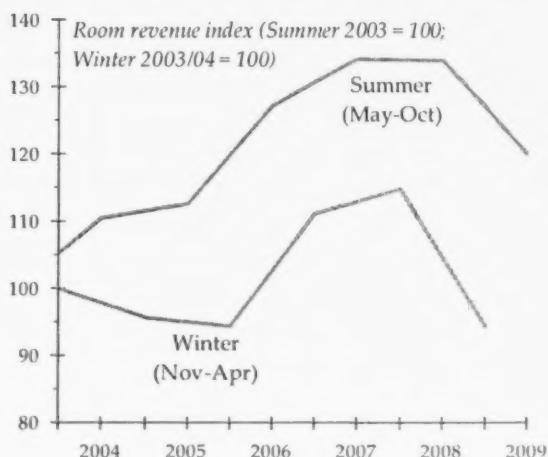
Once the powder is gone, many ski resorts open their doors to hikers and mountain bikers alike. For example, even though Whistler is known as

one of the best ski resorts in the world<sup>6</sup>, it also boasts the number one spot as the most visited bike park in North America<sup>7</sup>—approximately three quarters of BC's bike park visits.

**Winter vs. summer**

Accommodation revenues during the winter months are usually much higher compared to the warmer months—accounting for about two-thirds (64% in 2008/09) of annual room revenues. However growth in room revenues during the summer months has been very strong over the past seasons—increasing 20% since 2003.

**2008/09 winter room revenues at ski resorts were almost double that of 2008 summer**



Data Source: BC Stats

Summer (May-Oct) and winter (Nov-Apr) room revenue estimates are based on almost 500 accommodation properties at some of the well-known ski resort and surrounding areas within BC, including Big White, Fernie, Panorama, Silver Star and Whistler, amongst others.

**How is the southern competition doing?**

Visitation at ski resorts south of the border showed similar trends to what is observed within Canada and BC. That is, US ski resorts

<sup>4</sup> The 500 accommodation properties mentioned here are located in some of the well-known ski resort and surrounding areas within BC, including Big White, Fernie, Panorama, Silver Star and Whistler, amongst others.

<sup>5</sup> Revenue Per Available Room (or RevPAR) is an industry measure of the amount of revenue generated by available rooms.

<sup>6</sup> Best of Skiing in Canada 2009, Ski Canada Magazine, [www.skicanadamag.com](http://www.skicanadamag.com)

<sup>7</sup> Cycling and Mountain Biking Product Overview, April 2009, Tourism BC.

saw an overall drop (-5.1%) in overnight visitors between the 2004/05 and 2007/08 ski seasons, making day visitors the current front runner in the industry at a 53% share<sup>8</sup>.

However, while the number of active ski resorts operating in Canada has remained relatively constant—a five-year average of 286 resorts<sup>9</sup>—the message is quite different in the US. Over the last five seasons, the US lost almost 20 ski resorts, dropping from 492 (2004/05) to 473 (2008/09)<sup>10</sup>.

### Conclusion

Ski resorts in Canada form a key part of the skiing and snowboarding industry, but are also involved in the summer-related sports industries, making them year-round destinations.

On a national level, the industry has had both ups and downs—the most recent decline likely due to the economic downturn.

With the recent 2010 Winter Olympic Games, Whistler and Vancouver's ski resorts were under a magnifying glass. It will be interesting to see how the Olympic preparations (that started months before the February opening ceremonies) and events affected skier visits at these and other resorts in BC—definitely a topic worth revisiting in the future.

<sup>8</sup> Data Source: *Kottke National End of Season Survey 2007/08*.

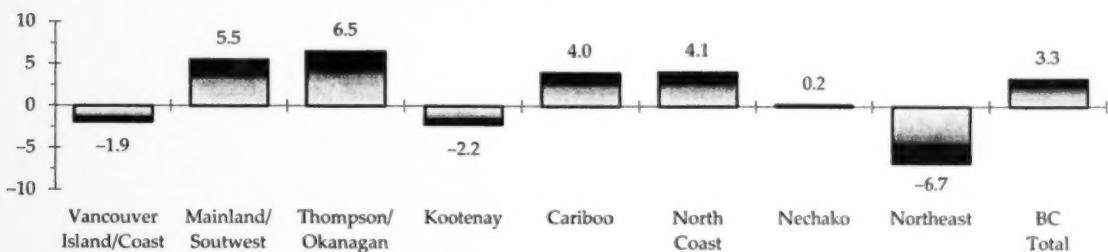
<sup>9</sup> Active ski resorts in Canada: 287 (2004/05); 282 (2005/06); 283 (2006/07); 289 (2007/08); 288 (2008/09). Data Source: *Canadian Ski Council*

<sup>10</sup> Data Source: *National Ski Areas Association*

**Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted**

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
<b>Annual data</b>									
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
2009	308,386	923,360	267,495	92,041	54,292	23,869	9,867	67,700	1,747,012
<b>Annual growth rates</b>									
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	-7.4	8.6
2008	-3.2	1.1	1.9	-0.8	0.5	-1.1	-3.2	12.5	0.7
2009	-9.4	-12.6	-10.4	-11.6	-12.7	-12.8	-9.4	-12.3	-11.7
<b>Monthly data</b>									
Jan-09	26,132	79,086	23,297	7,813	4,704	2,159	686	6,331	150,210
Feb-09	27,754	78,136	23,205	7,500	4,590	2,156	818	5,498	149,657
Mar-09	25,604	75,085	22,235	7,532	4,441	2,061	855	5,265	143,078
Apr-09	25,066	77,651	22,728	7,754	4,366	1,960	875	5,508	145,908
May-09	25,198	73,643	21,516	7,791	4,341	1,977	750	5,622	140,838
Jun-09	24,527	71,136	22,036	7,589	4,465	1,846	840	5,919	138,359
Jul-09	25,074	73,636	22,622	7,784	4,503	1,994	874	5,531	142,019
Aug-09	25,047	75,376	22,136	7,627	4,520	2,036	946	5,322	143,010
Sep-09	25,525	75,965	22,169	7,801	4,622	1,905	870	5,281	144,138
Oct-09	25,788	76,007	21,950	7,410	4,556	1,940	852	5,757	144,260
Nov-09	26,589	91,942	22,023	7,970	4,591	1,902	741	5,676	161,434
Dec-09	26,081	75,695	21,579	7,470	4,594	1,933	760	5,989	144,102
Jan-10	25,583	79,834	22,984	7,307	4,778	2,013	761	5,586	148,848
<b>Month-over-month growth rates</b>									
Jan-09	-1.9	-3.9	0.5	-3.5	-4.1	-21.7	-20.9	0.7	-3.1
Feb-09	6.2	-1.2	-0.4	-4.0	-2.4	-0.1	19.1	-13.2	-0.4
Mar-09	-7.7	-3.9	-4.2	0.4	-3.2	-4.4	4.6	-4.2	-4.4
Apr-09	-2.1	3.4	2.2	2.9	-1.7	-4.9	2.3	4.6	2.0
May-09	0.5	-5.2	-5.3	0.5	-0.6	0.9	-14.2	2.1	-3.5
Jun-09	-2.7	-3.4	2.4	-2.6	2.9	-6.6	11.9	5.3	-1.8
Jul-09	2.2	3.5	2.7	2.6	0.8	8.0	4.1	-6.6	2.6
Aug-09	-0.1	2.4	-2.1	-2.0	0.4	2.1	8.2	-3.8	0.7
Sep-09	1.9	0.8	0.1	2.3	2.3	-6.5	-8.0	-0.8	0.8
Oct-09	1.0	0.1	-1.0	-5.0	-1.4	1.9	-2.1	9.0	0.1
Nov-09	3.1	21.0	0.3	7.6	0.8	-2.0	-13.0	-1.4	11.9
Dec-09	-1.9	-17.7	-2.0	-6.3	0.1	1.7	2.5	5.5	-10.7
Jan-10	-1.9	5.5	6.5	-2.2	4.0	4.1	0.2	-6.7	3.3

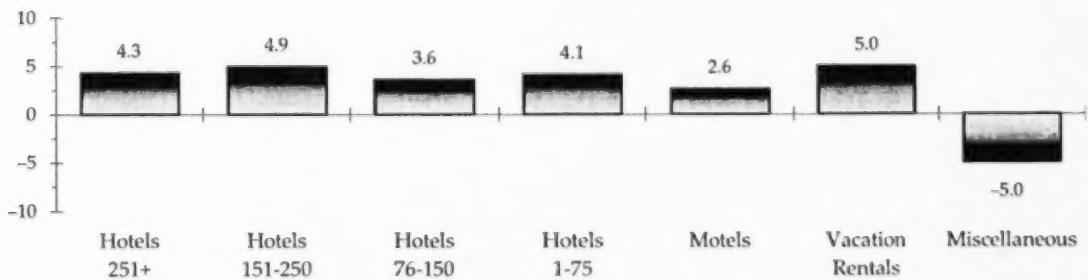
**January month-over-month growth rates**



**Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted**

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
<b>Annual data</b>							
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,975	159,445	145,950
2009	441,541	225,499	426,436	181,334	206,976	134,817	130,410
<b>Annual growth rates</b>							
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	- 0.2	- 2.5	- 1.3	4.3
2009	-14.4	-13.3	- 6.3	- 9.2	-14.1	-15.4	-10.6
<b>Monthly data</b>							
Jan-09	38,327	19,188	36,464	15,400	18,397	10,944	11,495
Feb-09	39,906	19,544	35,663	15,385	18,180	10,100	10,844
Mar-09	36,604	18,851	34,772	14,978	17,222	9,814	10,825
Apr-09	38,442	18,443	35,155	15,175	17,032	10,644	10,957
May-09	35,361	18,155	34,759	14,705	16,863	10,330	10,699
Jun-09	35,040	17,492	34,176	14,462	16,988	10,033	10,202
Jul-09	35,812	18,473	35,084	14,759	17,113	9,884	10,912
Aug-09	35,536	18,982	35,615	14,709	17,188	10,254	10,748
Sep-09	35,959	18,836	35,712	15,109	17,347	10,335	10,865
Oct-09	35,483	18,896	36,049	15,345	17,107	10,384	10,989
Nov-09	38,939	19,078	36,659	16,107	16,784	22,956	10,899
Dec-09	36,131	19,563	36,327	15,202	16,755	9,138	10,976
Jan-10	37,684	20,529	37,635	15,824	17,191	9,591	10,430
<b>Month-over-month growth rates</b>							
Jan-09	- 3.9	- 4.3	- 0.2	- 4.4	- 4.7	- 1.6	- 4.7
Feb-09	4.1	1.9	- 2.2	- 0.1	- 1.2	- 7.7	- 5.7
Mar-09	- 8.3	- 3.5	- 2.5	- 2.6	- 5.3	- 2.8	- 0.2
Apr-09	5.0	- 2.2	1.1	1.3	- 1.1	8.5	1.2
May-09	- 8.0	- 1.6	- 1.1	- 3.1	- 1.0	- 2.9	- 2.4
Jun-09	- 0.9	- 3.7	- 1.7	- 1.7	0.7	- 2.9	- 4.6
Jul-09	2.2	5.6	2.7	2.1	0.7	- 1.5	7.0
Aug-09	- 0.8	2.8	1.5	- 0.3	0.4	3.7	- 1.5
Sep-09	1.2	- 0.8	0.3	2.7	0.9	0.8	1.1
Oct-09	- 1.3	0.3	0.9	1.6	- 1.4	0.5	1.1
Nov-09	9.7	1.0	1.7	5.0	- 1.9	121.1	- 0.8
Dec-09	- 7.2	2.5	- 0.9	- 5.6	- 0.2	- 60.2	0.7
Jan-10	4.3	4.9	3.6	4.1	2.6	5.0	- 5.0

**January month-over-month growth rates**



**Table 3: Room Revenue by Regional District, Unadjusted**

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-10	YTD 10	Jan-09	YTD 09	Jan-10	Jan-09	Jan-10	Jan-09
<b>Vancouver Island/Coast</b>								
<b>17 Capital</b>								
All accommodation types	6,333	6,333	– 0.5	– 0.5	134	– 6	8,081	106
Hotels	5,365	5,365	– 2.8	– 2.8	64	2	5,730	70
76-150 Rooms	1,447	1,447	– 1.9	– 1.9	20	1	1,984	141
1-75 Rooms	1,179	1,179	– 4.4	– 4.4	33	1	1,259	– 71
Motels	514	514	20.9	20.9	21	3	1,021	209
Miscellaneous	320	320	10.5	10.5	29	– 3	1,111	– 140
<b>19 Cowichan Valley</b>								
All accommodation types	411	411	– 6.4	– 6.4	27	– 4	624	– 58
Motels	62	62	– 8.2	– 8.2	12	– 1	237	– 12
<b>21 Nanaimo</b>								
All accommodation types	1,718	1,718	– 0.6	– 0.6	56	– 4	2,176	– 212
Hotels	889	889	25.2	25.2	14	0	962	0
Motels	346	346	– 15.3	– 15.3	21	– 2	642	– 51
<b>23 Alberni-Clayoquot</b>								
All accommodation types	1,425	1,425	9.7	9.7	54	0	1,581	63
Hotels	464	464	24.3	24.3	11	1	566	55
Motels	120	120	– 15.6	– 15.6	19	1	382	23
Vacation Rentals	436	436	– 0.6	– 0.6	14	– 2	301	– 10
<b>25 Comox Valley +</b>								
<b>26 Strathcona</b>								
All accommodation types	1,535	1,535	– 11.0	– 11.0	52	1	1,694	93
Motels	341	341	– 14.3	– 14.3	22	1	656	20
Vacation Rentals	195	195	1.3	1.3	13	– 1	169	– 25
<b>27 Powell River</b>								
All accommodation types	220	220	– 20.4	– 20.4	18	0	376	11
<b>43 Mount Waddington</b>								
All accommodation types	196	196	0.4	0.4	13	– 2	500	– 14

**Table 3: Room Revenue by Regional District, Unadjusted**

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)	Jan-10	YTD 10	% change from Jan-09	Jan-10	# chg from Jan-09	Jan-10	# chg from Jan-09
<b>Mainland/Southwest</b>								
<b>09 Fraser Valley</b>								
All accommodation types	2,436	2,436	— 1.2	— 1.2	62	1	2,363	102
Hotels	1,917	1,917	— 0.4	— 0.4	17	1	1,353	110
Motels	388	388	— 4.3	— 4.3	31	0	880	— 8
<b>15 Greater Vancouver</b>								
All accommodation types	45,755	45,755	14.4	14.4	222	1	27,879	790
Hotels	42,429	42,429	14.4	14.4	160	5	23,518	821
251+ Rooms	19,322	19,322	8.0	8.0	22	1	8,953	286
151-250 Rooms	8,800	8,800	12.7	12.7	28	2	5,505	443
76-150 Rooms	11,505	11,505	21.8	21.8	64	0	6,817	6
1-75 Rooms	2,801	2,801	43.9	43.9	46	2	2,243	86
Motels	1,583	1,583	1.6	1.6	36	0	1,876	0
<b>29 Sunshine Coast</b>								
All accommodation types	270	270	26.8	26.8	19	— 1	364	— 12
<b>31 Squamish-Lillooet</b>								
All accommodation types	21,124	21,124	— 20.0	— 20.0	86	— 5	5,619	196
Hotels	15,758	15,758	— 16.9	— 16.9	33	— 1	3,868	119
76-150 Rooms	4,567	4,567	— 20.5	— 20.5	14	0	1,316	0
Vacation Rentals	4,024	4,024	— 31.8	— 31.8	29	— 2	1,109	— 33
<b>Thompson/Okanagan</b>								
<b>07 Okanagan-Similkameen</b>								
All accommodation types	1,191	1,191	— 9.5	— 9.5	77	— 4	3,098	270
Motels	325	325	— 7.3	— 7.3	51	— 2	1,369	— 7
<b>33 Thompson-Nicola</b>								
All accommodation types	4,373	4,373	— 1.3	— 1.3	117	5	4,995	468
Hotels	1,948	1,948	1.3	1.3	27	0	1,918	49
1-75 Rooms	373	373	22.4	22.4	16	0	600	49
Motels	851	851	— 7.0	— 7.0	66	2	2,075	55
Vacation Rentals	1,239	1,239	— 2.8	— 2.8	10	— 1	312	— 8
<b>35 Central Okanagan</b>								
All accommodation types	3,057	3,057	8.8	8.8	49	1	3,362	119
Hotels	2,165	2,165	8.0	8.0	15	0	1,809	79
Motels	491	491	— 10.5	— 10.5	19	0	1,031	0
<b>37 North Okanagan</b>								
All accommodation types	2,205	2,205	1.7	1.7	38	2	1,707	71
Hotels	1,080	1,080	31.8	31.8	15	2	994	51
<b>39 Columbia-Shuswap</b>								
All accommodation types	3,648	3,648	— 8.1	— 8.1	79	— 6	3,003	—224
Hotels	1,946	1,946	9.4	9.4	21	1	1,368	39
Motels	755	755	— 15.1	— 15.1	29	— 4	1,154	—114

**Table 3: Room Revenue by Regional District, Unadjusted**

Development Region/ Regional District	Revenue				Properties		Rooms		
	(\$000)	Jan-10	YTD 10	% change from Jan-09	YTD 09	(#)	# chg from Jan-09	(#)	# chg from Jan-09
<b>Kootenay</b>									
<b>01 East Kootenay</b>									
All accommodation types	4,031	4,031	4,031	- 13.3	- 13.3	116	3	4,624	300
Hotels	1,275	1,275	1,275	- 10.8	- 10.8	27	1	1,641	68
76-150 Rooms	828	828	828	- 9.6	- 9.6	11	1	1,028	80
1-75 Rooms	446	446	446	- 12.9	- 12.9	16	0	613	- 12
Motels	347	347	347	1.1	1.1	33	- 1	790	- 44
Vacation Rentals	1,577	1,577	1,577	- 21.9	- 21.9	31	0	1,209	48
Miscellaneous	833	833	833	- 3.3	- 3.3	25	3	984	228
<b>03 Central Kootenay</b>									
All accommodation types	1,256	1,256	1,256	8.5	8.5	60	- 1	1,499	6
Hotels	512	512	512	16.7	16.7	14	1	598	33
Motels	298	298	298	23.0	23.0	26	- 2	598	- 24
<b>05 Kootenay Boundary</b>									
All accommodation types	2,421	2,421	2,421	- 15.1	- 15.1	34	- 3	1,565	- 70
Motels	155	155	155	- 17.6	- 17.6	16	- 3	343	- 52
<b>Cariboo</b>									
<b>41 Cariboo</b>									
All accommodation types	915	915	915	- 1.8	- 1.8	54	- 3	1,571	- 108
Hotels	484	484	484	11.2	11.2	10	- 1	608	- 62
Motels	292	292	292	- 13.9	- 13.9	29	- 2	834	- 41
<b>53 Fraser-Fort George</b>									
All accommodation types	2,284	2,284	2,284	2.6	2.6	50	- 2	2,632	- 51
Hotels	1,560	1,560	1,560	6.4	6.4	16	0	1,349	0
<b>North Coast</b>									
<b>47 Skeena-Queen Charlotte</b>									
All accommodation types	352	352	352	- 9.1	- 9.1	23	- 4	860	- 75
Hotels	251	251	251	- 3.4	- 3.4	10	0	538	4
<b>49 Kitimat-Stikine</b>									
All accommodation types	556	556	556	- 3.0	- 3.0	32	- 1	869	- 3
Motels	211	211	211	- 16.7	- 16.7	21	1	492	9

**Table 3: Room Revenue by Regional District, Unadjusted**

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000) Jan-10	YTD 10	% change from Jan-09	YTD 09	Jan-10	Jan-09	(#) Jan-10	# chg from Jan-09
<b>Nechako</b>								
<b>51 Bulkley-Nechako +</b>								
<b>57 Stikine</b>								
All accommodation types	470	470	19.8	19.8	39	0	1,037	35
Motels	232	232	14.1	14.1	18	- 1	523	- 13
<b>Northeast</b>								
<b>55 Peace River +</b>								
<b>59 Northern Rockies<sup>†</sup></b>								
All accommodation types	5,839	5,839	- 11.5	- 11.5	74	- 4	4,656	- 74
Hotels	4,431	4,431	- 8.5	- 8.5	34	- 1	2,586	- 12
76-150 Rooms	3,706	3,706	- 3.6	- 3.6	18	0	1,901	0
1-75 Rooms	725	725	- 27.3	- 27.3	16	- 1	685	- 12
Motels	1,014	1,014	- 9.3	- 9.3	25	- 3	859	- 70

Note: <sup>†</sup>Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

**Table 4: Room Revenue by Urban Centre, Unadjusted**

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-10	YTD 10	Jan-09	YTD 09	Jan-10	Jan-09	Jan-10	Jan-09
<b>Vancouver Island/Coast</b>	<b>11,871</b>	<b>11,871</b>	<b>- 1.6</b>	<b>- 1.6</b>	<b>358</b>	<b>-17</b>	<b>15,105</b>	<b>- 46</b>
Victoria (C)	4,726	4,726	- 0.6	- 0.6	71	1	5,583	181
Saanich Peninsula	580	580	- 0.4	- 0.4	12	- 1	516	- 45
Other CRD	1,027	1,027	0.0	0.0	51	- 6	1,982	- 30
Nanaimo (C)	1,025	1,025	14.6	14.6	20	- 1	1,015	- 45
Port Alberni (C)	195	195	-27.2	-27.2	10	- 1	337	- 19
Comox Valley	818	818	-11.1	-11.1	14	1	717	91
Campbell River	429	429	-15.7	-15.7	18	0	645	7
Tofino (DM)	983	983	11.4	11.4	25	1	760	55
Ucluelet (DM)	222	222	78.9	78.9	14	0	422	17
Rest of Development Region	1,865	1,865	-48.5	-48.5	123	-11	3,128	-258
<b>Mainland/Southwest</b>	<b>69,585</b>	<b>69,585</b>	<b>0.7</b>	<b>0.7</b>	<b>389</b>	<b>- 4</b>	<b>36,225</b>	<b>1,076</b>
Downtown Vancouver (C)	23,535	23,535	9.9	9.9	81	- 4	12,884	196
Other Vancouver (C)	4,924	4,924	7.1	7.1	35	3	3,405	358
Richmond (C)	8,870	8,870	20.8	20.8	24	0	4,020	- 1
Burnaby (C)	2,662	2,662	-	-	10	1	2,084	200
Other GVRD	5,764	5,764	15.6	15.6	72	1	5,486	37
Whistler (RM)	19,987	19,987	-20.9	-20.9	57	- 2	4,652	115
Abbotsford/Mission	1,035	1,035	21.3	21.3	12	0	724	-
Hope (DM)	127	127	- 6.2	- 6.2	19	0	430	-
Rest of Development Region	2,681	2,681	-	-	79	- 3	2,540	171
<b>Thompson/Okanagan</b>	<b>14,474</b>	<b>14,474</b>	<b>- 1.5</b>	<b>- 1.5</b>	<b>361</b>	<b>- 2</b>	<b>16,175</b>	<b>704</b>
Penticton (C)	628	628	-10.1	-10.1	30	- 2	1,488	- 5
Kamloops (C)	1,652	1,652	- 1.0	- 1.0	47	3	2,916	374
Kelowna (C)	2,576	2,576	5.6	5.6	36	0	2,644	79
Vernon (C)	806	806	- 5.7	- 5.7	24	1	1,284	47
Revelstoke (C)	1,738	1,738	1.6	1.6	23	0	953	20
Golden (T)	841	841	-15.9	-15.9	29	- 2	1,096	-110
Osoyoos (T)	193	193	23.6	23.6	19	0	910	261
Oliver/Okanagan Falls	139	139	345.5	345.5	12	- 1	249	46
Cache Creek (V)	-	-	-	-	9	0	208	- 10
Rest of Development Region	-	-	-	-	172	- 2	5,794	5,794
<b>Kootenay</b>	<b>7,708</b>	<b>7,708</b>	<b>-11.0</b>	<b>-11.0</b>	<b>210</b>	<b>- 1</b>	<b>7,688</b>	<b>236</b>
Cranbrook (C)	467	467	-16.8	-16.8	19	1	917	36
Fernie (C)	1,583	1,583	- 5.2	- 5.2	26	1	936	80
Nelson (C)	371	371	4.5	4.5	12	0	456	27
Kimberley	583	583	- 5.8	- 5.8	22	3	635	124
Columbia Valley	1,057	1,057	-21.4	-21.4	36	- 2	1,732	60
Rest of Development Region	5,287	5,287	-13.0	-13.0	153	- 3	5,379	93
<b>Cariboo</b>	<b>3,199</b>	<b>3,199</b>	<b>1.3</b>	<b>1.3</b>	<b>104</b>	<b>- 5</b>	<b>4,203</b>	<b>-159</b>
Quesnel (C)	173	173	-14.7	-14.7	15	0	470	-
Williams Lake (C)	379	379	10.2	10.2	10	- 1	545	- 33
Prince George (C)	1,791	1,791	3.6	3.6	27	0	1,859	-
Valemount/Robson Valley	324	324	- 6.0	- 6.0	12	- 2	406	- 51
Rest of Development Region	856	856	- 3.1	- 3.1	52	- 4	1,329	-126

**Table 4: Room Revenue by Urban Centre, Unadjusted**

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Jan-10	YTD 10	Jan-09	YTD 09	Jan-10	Jan-09	Jan-10	Jan-09
<b>North Coast</b>	908	908	- 5.4	- 5.4	55	- 5	1,729	- 78
Prince Rupert (C)	317	317	- 0.9	- 0.9	14	- 2	729	- 43
Terrace (C)	-	-	-	-	8	0	307	-
Rest of Development Region	-	-	-	-	33	- 3	693	- 35
<b>Nechako</b>	470	470	19.8	19.8	39	0	1,037	35
Smithers (T)	236	236	26.5	26.5	11	0	430	50
Rest of Development Region	235	235	13.7	13.7	28	0	607	- 15
<b>Northeast</b>	5,839	5,839	-11.5	-11.5	74	- 4	4,656	- 74
Dawson Creek (C)	1,376	1,376	-11.0	-11.0	15	- 1	633	- 41
Fort St. John (C)	1,334	1,334	-27.4	-27.4	14	- 1	1,134	- 9
Rest of Development Region	3,128	3,128	- 2.6	- 2.6	45	- 2	2,889	- 24

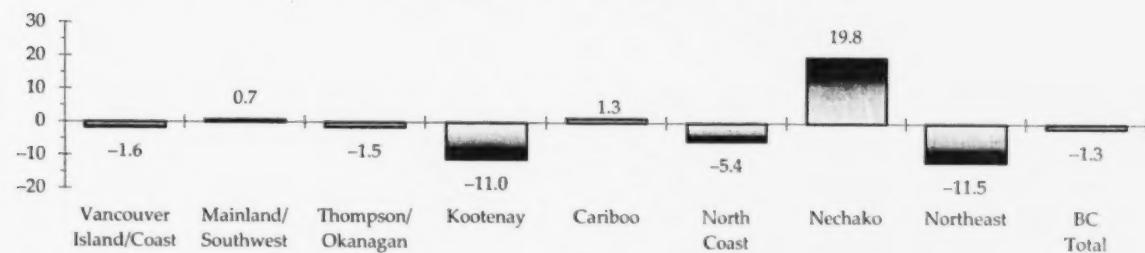
Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

**Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted**

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
<b>Annual data</b>									
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
2009	308,386	923,360	267,495	92,041	54,292	23,869	9,867	67,700	1,747,012
<b>Annual growth rates</b>									
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	-7.4	8.6
2008	-3.2	1.1	1.9	-0.8	0.5	-1.1	-3.2	12.5	0.7
2009	-9.4	-12.6	-10.4	-11.6	-12.7	-12.8	-9.4	-12.3	-11.7
<b>Monthly data</b>									
Jan-09	12,066	69,088	14,693	8,660	3,158	960	393	6,596	115,614
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,192	128,351
Mar-09	19,162	77,003	17,478	8,831	3,785	1,372	687	6,611	134,929
Apr-09	20,400	66,242	14,959	5,235	3,692	1,166	634	4,194	116,522
May-09	27,737	76,191	20,729	5,775	4,619	1,931	688	3,920	141,589
Jun-09	31,865	84,075	27,430	6,824	5,448	2,964	1,047	5,864	165,518
Jul-09	44,187	96,008	42,712	10,881	6,353	4,166	1,153	5,709	211,169
Aug-09	49,623	105,935	47,228	11,877	6,723	3,973	1,332	5,684	232,375
Sep-09	35,877	86,473	26,866	8,413	6,061	2,627	1,264	5,738	173,318
Oct-09	22,075	64,266	16,008	4,753	4,641	1,361	1,089	6,365	120,558
Nov-09	15,431	58,201	10,246	3,262	3,452	1,107	579	5,791	98,069
Dec-09	14,059	64,737	13,056	7,611	3,180	818	504	5,036	109,001
Jan-10	11,871	69,585	14,474	7,708	3,199	908	470	5,839	114,054
<b>Year-over-year percent changes</b>									
Jan-09	-11.2	-13.2	-6.9	-16.5	-9.9	0.0	-23.2	27.6	-10.7
Feb-09	-4.1	-14.4	-7.3	-16.7	-13.1	-4.5	-13.6	-4.4	-12.0
Mar-09	-11.4	-17.4	-14.6	-14.6	-17.7	-9.4	-6.6	-10.9	-15.6
Apr-09	-9.8	-11.3	-7.3	1.4	-20.8	-13.7	-14.2	-28.1	-11.2
May-09	-10.9	-18.0	-15.6	-15.4	-17.3	-11.9	-16.2	-12.7	-16.0
Jun-09	-17.3	-20.6	-15.1	-18.6	-18.8	-23.6	-9.1	-12.2	-18.7
Jul-09	-8.5	-14.5	-3.3	-4.1	-12.5	-12.4	-7.7	-14.9	-10.5
Aug-09	-11.4	-11.2	-14.0	-12.2	-10.8	-0.6	2.3	-20.3	-11.9
Sep-09	-5.7	-7.9	-7.4	-4.9	-6.6	-11.7	-6.7	-22.4	-7.8
Oct-09	-6.1	-10.2	-13.0	-12.0	-9.8	-19.7	-8.0	-16.5	-10.4
Nov-09	-4.7	6.3	-13.5	-12.5	-3.9	-20.3	-18.7	-16.0	-1.1
Dec-09	-1.3	-8.4	-4.2	-8.7	-8.2	-30.6	-9.2	-7.1	-7.2
Jan-10	-1.6	0.7	-1.5	-11.0	1.3	-5.4	19.8	-11.5	-1.3

**January year-over-year growth rates**



**Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted**

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other <sup>†</sup>
<b>Annual data</b>								
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,765	3,297	1,515	699	519	297
2008	5,989	4,476	1,432	3,044	1,513	673	514	326
2009	5,608	4,295	1,431	2,864	1,313	575	471	267
<b>Annual percent changes</b>								
2005	- 3.0	- 4.8	- 6.6	- 3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.2	- 4.0	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.9	- 7.7	- 0.1	- 3.8	- 1.0	10.0
2009	- 6.4	- 4.0	0.0	- 5.9	-13.2	-14.5	- 8.5	-18.1
<b>Monthly data</b>								
Feb-09	484	368	123	245	116	51	40	25
Mar-09	478	366	123	242	113	51	38	24
Apr-09	480	361	121	240	118	53	41	24
May-09	482	372	132	240	109	48	39	22
Jun-09	456	353	120	233	103	44	37	22
Jul-09	452	345	114	231	107	46	38	23
Aug-09	449	341	116	224	108	47	39	21
Sep-09	453	348	116	232	105	47	38	20
Oct-09	454	350	112	239	104	43	39	21
Nov-09	465	358	114	244	107	46	41	20
Dec-09	470	366	119	246	105	47	39	19
Jan-10	470	360	126	234	109	50	39	21
Feb-10	582	462	159	302	121	45	57	19
<b>Month-over-month growth rates</b>								
Feb-09	- 0.3	0.1	2.3	- 0.9	- 1.6	0.4	- 3.3	- 2.7
Mar-09	- 1.2	- 0.6	0.1	- 0.9	- 3.3	0.3	- 5.7	- 6.6
Apr-09	0.3	- 1.2	- 1.6	- 0.9	5.0	2.8	10.0	2.0
May-09	0.4	3.1	8.9	0.1	- 7.6	- 8.6	- 6.0	- 8.2
Jun-09	- 5.3	- 5.3	- 9.4	- 3.0	- 5.5	- 8.4	- 3.6	- 2.7
Jul-09	- 0.8	- 2.2	- 4.7	- 0.9	4.0	4.4	1.2	8.4
Aug-09	- 0.9	- 1.3	1.8	- 2.8	0.5	2.2	3.8	- 8.4
Sep-09	1.0	2.2	0.1	3.3	- 2.8	- 0.5	- 3.9	- 6.0
Oct-09	0.2	0.6	- 3.9	2.9	- 1.2	- 8.2	4.6	4.0
Nov-09	2.4	2.1	1.5	2.4	3.2	5.8	4.8	- 5.2
Dec-09	1.3	2.2	5.1	0.9	- 2.0	2.6	- 6.4	- 3.2
Jan-10	- 0.2	- 1.5	5.8	- 4.9	4.2	5.9	0.8	7.1
Feb-10	24.0	28.0	26.0	29.1	10.8	- 9.4	45.1	- 5.6

<sup>†</sup> Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.  
Data Source: Statistics Canada.

**Table 7: Transportation Indicators, Seasonally Adjusted**

Period	Air Passenger Traffic (000s)				Other Transportation (000s)		
	Vancouver		Victoria		BC Ferries		
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers
<b>Annual data</b>							
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791
2006	16,925	8,712	4,252	3,961	1,390	8,530	21,689
2007	17,496	9,017	4,361	4,118	1,482	8,559	21,690
2008	17,853	9,345	4,336	4,172	1,538	8,227	20,992
2009	16,173	8,677	3,842	3,654	1,533	8,296	20,956
<b>Annual growth rates</b>							
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7
2006	3.1	4.4	3.6	- 0.1	5.5	- 0.1	- 0.5
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2
2009	- 9.4	- 7.1	-11.4	-12.4	- 0.4	0.8	- 0.2
<b>Monthly data</b>							
Feb-09	1,379	731	327	321	126	681	1,726
Mar-09	1,357	717	325	315	126	664	1,708
Apr-09	1,388	731	335	322	128	684	1,748
May-09	1,313	716	312	285	125	683	1,734
Jun-09	1,282	707	304	272	126	699	1,765
Jul-09	1,309	715	308	286	128	696	1,745
Aug-09	1,333	730	311	291	127	704	1,750
Sep-09	1,338	725	313	301	131	704	1,769
Oct-09	1,339	723	319	297	127	694	1,738
Nov-09	1,359	727	321	311	131	685	1,708
Dec-09	1,385	743	332	309	132	695	1,796
Jan-10	1,375	736	330	309	127	687	1,764
Feb-10	1,420	742	355	323	117	632	1,799
<b>Month-over-month growth rates</b>							
Feb-09	- 0.9	2.5	- 2.1	- 6.7	- 1.4	- 3.6	- 2.5
Mar-09	- 1.6	- 1.9	- 0.7	- 1.9	0.2	- 2.6	- 1.0
Apr-09	2.3	1.9	3.1	2.2	1.8	3.1	2.3
May-09	- 5.4	- 2.1	- 6.8	-11.6	- 2.3	- 0.2	- 0.8
Jun-09	- 2.3	- 1.2	- 2.8	- 4.5	0.5	2.4	1.8
Jul-09	2.1	1.2	1.4	5.0	1.4	- 0.5	- 1.1
Aug-09	1.8	2.1	1.0	2.0	- 0.3	1.1	0.3
Sep-09	0.4	- 0.7	0.4	3.2	2.9	- 0.1	1.1
Oct-09	0.1	- 0.3	2.1	- 1.3	- 3.2	- 1.4	- 1.8
Nov-09	1.5	0.6	0.4	4.9	3.6	- 1.3	- 1.7
Dec-09	1.9	2.2	3.7	- 0.7	0.6	1.4	5.1
Jan-10	- 0.7	- 1.0	- 0.7	0.0	- 3.5	- 1.1	- 1.8
Feb-10	3.3	0.8	7.5	4.5	- 7.9	- 7.9	2.0

Data Source: Vancouver Airport Authority, Victoria Airport Authority and BC Ferries.

x = Data currently not available.

**Table 8: Tourism Sector Indicators, Seasonally Adjusted**

Period	Employment in key tourism industries <sup>1</sup> (000s)				Hotel Industry <sup>2</sup>		Consumer Price Index <sup>1</sup>	
	Air transport <sup>4</sup>	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate <sup>3</sup> (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals <sup>4</sup>
<b>Annual data</b>								
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.4	133.8	83.5	115.1
2009	17.4	33.7	150.5	37.7	58.9	128.4	80.6	118.2
<b>Annual growth rates</b>								
2005	1.9	4.5	2.4	0.5	2.7	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	1.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	0.9	4.9	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 2.2	4.5	3.0	2.6
2009	5.5	- 7.3	1.0	6.0	- 5.5	- 4.0	- 3.5	2.7
<b>Monthly data</b>								
Feb-09	18.1	35.6	152.7	37.2	61.7	130.6	81.4	117.5
Mar-09	17.7	34.2	151.0	36.9	58.7	129.3	81.1	117.8
Apr-09	17.8	33.8	149.5	36.9	59.1	130.6	81.1	117.9
May-09	16.7	32.9	150.1	37.8	57.3	128.2	80.5	118.0
Jun-09	17.0	32.3	148.4	38.4	57.0	125.3	79.7	117.9
Jul-09	17.0	33.1	149.8	38.2	58.6	124.0	78.7	117.9
Aug-09	17.8	32.9	149.5	37.9	60.7	125.8	80.2	118.4
Sep-09	17.8	33.4	150.2	38.2	59.0	126.5	79.4	118.7
Oct-09	17.6	33.2	149.6	37.8	58.0	128.8	80.1	119.0
Nov-09	17.3	33.4	151.1	37.8	58.5	131.6	81.3	118.9
Dec-09	17.3	34.0	150.5	38.3	58.1	129.6	81.7	119.0
Jan-10	17.5	34.1	150.8	36.0	59.9	132.8	83.2	119.2
Feb-10	17.8	35.5	153.3	35.9	72.7	216.3	132.8	119.4
<b>Month-over-month growth rates</b>								
Feb-09	8.1	0.3	- 0.5	- 0.7	1.3	- 0.2	- 0.6	0.3
Mar-09	- 2.2	- 3.9	- 1.1	- 0.6	- 3.0	- 1.0	- 0.4	0.3
Apr-09	0.6	- 1.1	- 1.0	0.0	0.4	1.0	0.0	0.1
May-09	- 6.3	- 2.9	0.4	2.4	- 1.8	- 1.8	- 0.7	0.1
Jun-09	1.7	- 1.5	- 1.1	1.7	- 0.3	- 2.3	- 1.0	- 0.1
Jul-09	0.3	2.4	1.0	- 0.7	1.6	- 1.0	- 1.3	0.0
Aug-09	4.6	- 0.5	- 0.2	- 0.8	2.1	1.5	1.9	0.4
Sep-09	- 0.3	1.5	0.5	0.9	- 1.7	0.6	- 1.0	0.3
Oct-09	- 0.6	- 0.8	- 0.4	- 1.1	- 1.0	1.8	0.9	0.3
Nov-09	- 1.8	0.7	1.0	0.0	0.5	2.2	1.5	- 0.1
Dec-09	- 0.4	1.9	- 0.4	1.3	- 0.4	- 1.5	0.5	0.1
Jan-10	1.6	0.2	0.2	- 5.8	1.8	2.5	1.8	0.2
Feb-10	1.6	4.1	1.7	- 0.3	12.8	62.9	59.6	0.2

<sup>1</sup>Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

<sup>2</sup>Data Source: Pannell Kerr Forster and BC Stats.

<sup>3</sup>Occupancy Rate change expressed as percentage point change.

<sup>4</sup>No identifiable seasonality.

**Table 9: Food Services Receipts, Seasonally Adjusted**

Period	Food Services and Drinking Places <sup>1</sup> Receipts (\$ million)					
	BC <sup>2</sup>			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
<b>Annual data</b>						
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	647	7,017	46,682	2,549	44,133
2009	7,853	659	7,201	48,045	2,579	45,466
<b>Annual growth rates</b>						
2005	3.0	- 7.6	4.4	3.4	- 0.6	3.7
2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
2008	0.7	4.0	1.2	4.6	1.1	4.8
2009	2.5	1.8	2.6	2.9	1.2	3.0
<b>Monthly data</b>						
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	54	587	3,966	219	3,747
Apr-09	650	x	x	3,988	217	3,771
May-09	652	x	x	4,014	215	3,799
Jun-09	652	57	593	3,985	216	3,769
Jul-09	660	57	602	4,016	214	3,802
Aug-09	667	57	613	4,016	215	3,801
Sep-09	668	x	x	4,047	214	3,832
Oct-09	664	53	609	4,035	213	3,821
Nov-09	650	x	x	4,016	206	3,809
Dec-09	654	x	x	4,077	212	3,865
Jan-10	664	x	x	4,089	213	3,876
<b>Month-over-month growth rates</b>						
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	- 2.5	x	x	0.3	1.4	0.3
Mar-09	- 0.7	- 1.1	- 0.6	0.4	- 0.7	0.5
Apr-09	2.2	x	x	0.6	- 0.6	0.6
May-09	0.2	x	x	0.6	- 1.1	0.7
Jun-09	0.1	3.4	- 0.6	- 0.7	0.7	- 0.8
Jul-09	1.1	0.2	1.4	0.8	- 1.2	0.9
Aug-09	1.2	0.7	1.8	0.0	0.3	0.0
Sep-09	0.2	x	x	0.8	- 0.2	0.8
Oct-09	- 0.7	x	x	- 0.3	- 0.4	- 0.3
Nov-09	- 2.1	x	x	- 0.5	- 3.2	- 0.3
Dec-09	0.7	x	x	1.5	2.8	1.4
Jan-10	1.5	x	x	0.3	0.5	0.3

<sup>1</sup>Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

<sup>2</sup>Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

**Table 10: Accommodation Category Definitions**

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

**Table 11: Urban Centre Definitions**

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
RM	Resort Municipality
T	Town
V	Village

